**Buyer Behavior Assessment**

Your objective is to view and analyze **yourself, friends, families, and strangers** buying behaviors. Over the next 4 days you will record the different buying decisions that you see. These records can be obtained from **watching, interviewing, or actually participating in the buying decision process**. Once recorded, you will then use your observations and the information you have collected to analyze **how** and **why** those decisions were made. This data will then be aligned with what you will have learned in terms of:

**- Consumers satisfying Needs and Wants**

**- Buying Motives**

**- Buyer Behaviors – Influences**

**- Type of Decision and the Decision Making Process**

**Requirements**

\*Record 5 different buying decisions. For each buying decision you will include the following information:

**10 points possible – For each Buying Decision**

**1.) Describe each buying situation – 2 points**

- Where it occurred

- What form of payment

- Who made the purchase

**2.) Satisfying Needs and Wants – 2 points**

**-** Determine the purchase as a Need or Want, and explain why?

- Maslow’s Hierarchy – Where does the purchase fall in satisfying the different stages and how does it fulfill that stage?

**3.) Buying Motives – 2 points**

- Demonstrate the knowledge of buying motives in describing the motive in the purchase and how it is present in each buying decision.

**4.) Buyer Behaviors – Influences – 2 points**

**-** Based on your observations, interviewing, or participation in the buying process, what influences did you see present?

- Describe how those influences had an effect on the decisions made.

**5.) Types of Decisions – Decision Making Process – 2 points**

**-** Describe the type of decision that was made in the buying decision and what parts of the decision making process were visible.

- If it was an **Extensive Decision**, describe each part of the decision making process.